

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) :	Houston et al.	Customer No. :	21003
Serial No. assigned :	10/509,442	Examiner :	Son T. Hoang
Filed :	09/26/2005	Group Art Unit:	2169
For	System And Method For Reporting And Delivering Sales And Market Research Data		

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

**CERTIFICATE OF MAILING**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 26, 2007, applicants amend the specification as shown in the **Amendments to the Specification** section beginning at page 2 of this paper, amend the claims as listed in the **Claims** section beginning at page 3 of this paper, and present remarks in the **Remarks** section beginning at page 9 of this paper.